

Talking Book Service Advisory Committee Meeting
Wednesday, September 1, 2010
9:30 AM-1:30 P.M.
River Room

Meeting Purpose: To improve services for those requiring reading alternatives

Desired Outcomes: By the end of the meeting, participants will:

1. Develop a list of activities in support of FY2011 priorities
2. Provide feedback on Talking Book Awareness Day activities
3. Receive updates on the digital transition

Meeting Leader: Sue Walker

Facilitator: Stephanie Bailey-White

Recorder: Tina Schilling

AGENDA

Meeting set-up: introductions, meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making, introduce new members (ice breaker)	Stephanie	<ul style="list-style-type: none">• Present• Agree	20 min.
TBS Vision	All	<ul style="list-style-type: none">• Review	10 min.
FY2011 Action Plan	All	<ul style="list-style-type: none">• Brainstorm• Clarify• Prioritize	90 min.
Talking Book Awareness Day	Sue	<ul style="list-style-type: none">• Update• Brainstorm ideas	25 min.
Digital transition update	TBS staff	<ul style="list-style-type: none">• Present• Clarify	15 min.
Break	All		20 min.
Staff updates	TBS staff	<ul style="list-style-type: none">• Share	25 min.
Member updates	All	<ul style="list-style-type: none">• Share	20 min.
Next steps	All	<ul style="list-style-type: none">• List• Assign tasks	10 min.
Meeting Review	All	<ul style="list-style-type: none">• List	5 min.

Present: Cheryl Duncan, Sue Niewenhous, Dorothy Ogden, Mike Gibson, Barbara Nolan, Jeanne Farnworth, Mary Ellen Halverson, Nancy Wise, Pam Bradshaw, Loretta Paine, Laurel Day, Terri King, Judy Mooney, Sue Walker, Stephanie Bailey-White (facilitator), Tina Schilling (recorder)

TBS Vision

Sue presented and reviewed the TBS Vision with Members.

FY2011 Action Plan

Members were asked to work on the FY2011 Action Plan and broke out into four groups to work on the following:

Group 1: Collections

Group 2: Outreach to institutions and general public

Group 3: Outreach to specific audiences

Group 4: Training

Group 1's Focus (Collections):

- Washington State Library downloadable books
- Newslite's new features
- Promote other resources such as RFB&D and Bookshare
- Every active patron has a digital player

Top Activity Results:

1. Publish information on ICFL's website and newsletters about downloadable resources.
2. Train Blind Commission instructors and School for the Deaf & Blind teachers about various collections and digital players.

Other activities mentioned: Training @ NFB conferences

Group 2's Focus (Outreach to institutions and general public):

- Develop demonstrations for community action agencies and hospitals
- TV spots/PSA's
- Have programming at Senior Centers
- Explore having non staff make presentations
- Explore ways to provide books discussions through webinars and other technology

Top Activity Results:

1. Expand Bookmobile Service to disabled living centers, senior assisted living /community centers and targeted neighborhoods
2. Send PSA's to every TV station. Written script or video or appearances during TBS Awareness Month.
3. TBS promotional packet for every public library/partner

Group 3's Focus (Outreach to specific audiences):

- Focus on physically disabled
- Focus on younger potential TBS users
- Focus on blind veterans
- Promote to all veterans

- Increase TBS info to seniors

Top Activity Results:

1. Training and Digital players in as many places as possible (w/rehab teachers, institutions, assistive tech centers, UCPI etc.)
2. Presence at more conferences (CEC (Council for Exceptional Children) AHEAD, Tools for Life, AER (Academy of Rehab Professionals), SILC (State Independent Living Council), IPUL (Idaho Parents Unlimited), etc.)
3. TV and radio PSA's

Other activities suggested: Partner with V.A. and low-vision clinics. Place articles in UCPI quarterly newsletter "Spud Tech",

Group 4's Focus (Training):

- Increase # of BARD users who are actively downloading
- Seminars to help users learn to download
- BARD training for public library staff
- BARD training for institutions

Top Activity Results:

1. Transcribe BARD instructions to Braille and record. Put on website and share with libraries.
2. Use ICFL studio, Flipcam, or Camtasia to create and post instructions on YouTube
3. Identify institutions to include nursing homes, Asst Living, and schools to get signed up for BARD. Provide cartridge as incentive for signing up.

Other activities mentioned: Distribute new posters, hands on training and webinars for libraries,

Talking Book Awareness Day/Month

In March, the third is NLS's 80th birthday.

Theme ideas to promote to libraries:

Birthday Party

Ask people to donate a book in different formats

Gift of reading

Hoop it Up (March madness)

Spring into reading

Daylight savings time

March into your public library

March Mad reading

80 Years of reading

80 reasons to read

Another great year of reading

80 things to do at your library

March Hare/hats off to reading

Hats off to readers

Activities to support themes:

Birthday theme – cake, balloons, and streamers

Show DVS movies during the week

Spring theme – planting bulbs etc. Door prize – spring theme, planting the seed to read packets

Download the seed to read packets

Celebrating books and individuals share about their favorite book (reading contest).

Fishing booth/carnival. Prizes, cake walk (cup cakes)

Most popular books of each year – How many have you read?

Good books for spring break

Staff picks

Using displays and on line versions sharing favorite books

Divided into decades of the top books

TBS Staff updates

Seven staff members are contacting patron about trying out the new digital player.

Doing outreach to the Optimist and blind support groups

Member Updates

Nancy – Working on Federal reporting, rural mobile clinics. Can buy equipment with stimulus funds for individuals who are not clients. Commission on Aging just moved into the building with them here in Boise.

Mary Ellen – October is Meet the Blind Month. NFB is negotiating with the manufactures of Kindles to have audio.

Jeanne - Library has a new director. Trying to get into senior centers and doing more outreach and training staff. Library will be hosting a health fair.

Barbara – Is participating in the Fellowship over 50. Received a grant to attend the Association outreach and bookmobile conference.

Mike – Second week of classes at BSU. Explained about the subscription of Access Text for e-text books.

Dorothy – New director for the school and outreach. They hosted an open house for TBS campus parents which were well received.

Sue N – New administration on campus. As of yesterday 8/31), enrollment is up 11.5%. New librarian, who is an Idahoan.

Cheryl – Currently doing a job search.

Pam – (BTOP) Online at your library. Increased bandwidth to libraries. 55 libraries will benefit from this grant. E-rate training coming up.

Next Steps

Meeting notes – Tina will get to Sue and Sue will share will committee members.

Work Plan – Sue will draft for the next meeting

Next Meeting – Dec 1st, Teleconference call. 10 – 12 Mtn time

Meeting Review

Plus

Small group activities/reporting back

Mike a great asset

Staying downtown

Delta

Provide revised work plan to participants
ahead of time